



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-370	Retailing Management	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Marketing	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Yioula Melanthiou	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- introduce the world, principles and concepts of retailing to students
- present the ways of choosing retail location and retail price
- explain how retailers manage stores and store staff
- familiarise students with the various buying and merchandising systems
- acquaint them with the various concepts behind customer buying behaviour and
- understand issues of customer service

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand what retail and distribution management is – students should be able to understand the basic principles of retail and distribution management
2. Choose among the various retail location options available for a retail establishment – students should be able to apply the relevant retail strategy theory to assess retail location options and make solid choices
3. Comprehend how retailers can set prices for their offerings - students should be able to apply the relevant retail strategy theory to determine pricing strategies to follow in any retail establishment
4. Manage a retail store and its staff – students should be able to carry out all management duties of any retail establishment
5. Make purchasing decisions – students should be able to make correct purchasing decisions

- by applying best-practises theory of retailing
6. Use theory of customer buying behaviour to understand customers and, as retailers, better cater for their needs – students should be able to apply the theory behind retail and distribution so as to become a customer driven establishment

**Course Content:**

1. The World of Retailing
2. Types of Retailers
3. Multi-Channel Retailing
4. Customer Buying Behaviour
5. Retail Market and Financial
6. Retail and Site Location
7. Customer Relationship Management
8. Planning Merchandise Assortments
9. Buying Systems and Buying Merchandise
10. Pricing
11. Managing the Store
12. Store Layout, Design and Visual Merchandising
13. Customer Service

**Learning Activities and Teaching Methods:**

Faculty and Guest-Lectures Seminars, Class discussions, In-class Practical Exercises, Case studies

**Assessment Methods:**

Project, Final Exam, Class Participation

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Lecture notes of Retail Management, Global Edition, 13th ed.	Berman, B.R, Evans, J.R., and Chatterjee, P.M.	Pearson	2018	
Retail Management, Global Edition, 13th ed.	Berman, B.R, Evans, J.R., and Chatterjee, P.M.	Pearson	2018	1292214678

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Retailing	Dunne, P.M., Lusch, R.F., and Carver, J.R.	Cengage South Western	2014	1285091132
Retail Management: A Strategic Approach, 11th ed.	Berman, B.	Prentice Hall	2010	0136087582